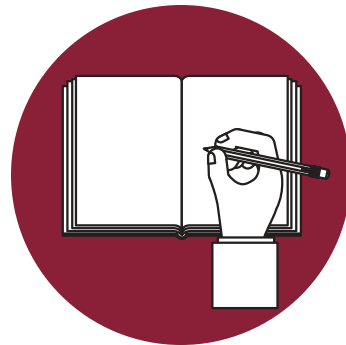


5 MARKETING TECHNIQUES TO HELP GROW YOUR FIRM

THINK OF MARKETING STRATEGIES

Create a plan that addresses your goals. Make sure to include who will complete what tasks and when. Be specific about the tools to be used.



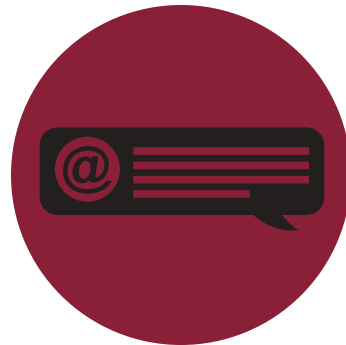
GENERATE AN EMAIL CAMPAIGN

Your email campaign keeps the conversation going with your target audience. Make sure content you share is value added to the reader. According to Forbes, 91% of U.S. adults like to receive promotional emails from companies they have worked with.



UTILIZE SOCIAL MEDIA

Your social media accounts should enhance the reputation of your firm. Make sure to prioritize the social media outlet based on your target market. Not every social media platform is right for every company.



BEGIN BLOGGING

To make your marketing more personal and anecdotal, start a blog. Writing in your own voice will make your firm seem more accessible and easy to communicate with.



INVEST TIME IN MAKING VIDEOS

Videos add a new level of creativity and can set you apart from other firms. They also help you seem more approachable and help you give out information in a new way.

